

**South Park Stakeholders Group –
District Identity and Streetscape Improvements (DISI) Committee Meeting
Tuesday, March 26, 2013, 4:00 PM
1333 S Hope St, Los Angeles CA 90015**

Committee Members: Gary Warfel, Robin Bieker, Jessica Lall, Martha Saucedo

Staff: Amanda Irvine

Consultant: Todd Howk

Guest: Valentina Martinez

MINUTES:

Interim Committee Chair, Jessica Lall called the meeting to order at 4:03 PM. There were no public announcements or comments.

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Public Comment	None	No action taken
Presentation by AEG Creative on Logo Design	Todd initially looked at about 40 concepts. Talked with printers and color people about colors/tones/shades and determined that with modern color techniques, any color is possible. Todd gave logo presentation to Committee.	Committee will review logo concepts and provide feedback by the end of the week.
Streetscape enhancements / beautification	Amanda has put together further typology and pricing of planters, umbrellas, and chairs for pilot program.	No action taken
Newsletter Analytics	SPCBD's first newsletter was put out to 422 constituents and stakeholders, with a positive response.	No action taken
AEG Creative Services	<i>Tabled</i>	No action taken
Other items	No other items	No action taken
Next Meeting	Tentatively April 23	

NEXT STEPS:

- **SPCBD Staff and Board will:** Review the logo concepts and provide feedback to Todd and AEG Creative Team by the end of the week.
- **Todd will:** Respond to the feedback and provide revisions by the end of the following week.

Minutes taken by Amanda Irvine, staff.